



Tourism & Events Department
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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: April 18, 2017

Subject: Manager Report – Tourism Reports

The following is the April management report.

Bed Tax Collection Report

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

In order to compare current bed tax collections to the pre property classification adjustment, table two hotel classification summary now provides a percentage change comparison to current bed tax collections and pre property FY 2015/16 bed tax collections.

Highlights for Business Activity in February 2017

Bed tax collections were up in February (4.0%) with YTD collections up (3.0%). Miscellaneous YTD retail tax collections were up (1.0%) and Restaurants were down YTD (-3.0%).

February hotel classification report indicates YTD bed tax collection for resorts (9.4%), full service property (1.9%) were up while limited service properties (-3.6%) were down.

As discussed at the March TDC meeting, with the recent change in the administration and collection of city taxes, staff will continue to monitor the tax reporting methods.

Tourism Program Special Revenue (Bed Tax) Proforma

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years.

Highlights for April 2017

In follow up to the March TDC meeting, YTD event notification banner revenue is down from last year due to a decrease in banner requests and cost.

Smith Travel Report

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

Highlights for February 2017 (Scottsdale Trend Report-61 properties)

Over the past 12 months occupancy is flat (0.4%) average daily rate (\$190.03) is up (3.9%) when compared to the same period last year. Rev par (\$128.62) is up (4.3%).

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is down (-1.6) average daily rate (3.6) and rev par is up (1.9).

Trend Scottsdale Downtown (15 properties report)

Over the past 12 months occupancy (-2.1%) is down average daily rate (\$153.55) is up (4.6%) and Rev Par (\$107.13) is up (2.4%) when compared to the same period last year.

The STR market area report indicates a change in the property inventory. A total of two properties were removed and one added. An updated downtown and regional report will be available in May.

Hotel Performance Indicator Definitions

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.

Average Daily Rate is calculated by taking room revenue divided by rooms sold.

Rev Par is calculated by dividing room revenue by rooms available.

Program Updates

The following updates will be provided at the April TDC meeting.

1. *Special Event Signage*
2. *Downtown 2.0*

BED TAX COLLECTION REPORT - FY 16/17
Prepared by the City of Scottsdale Tourism Events Department
April 18,2017 (Preliminary)

Item 9a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

Table 1 reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

Table 2 provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY2015/16 property pre-classification. As a percentage of 8,971 total hotel rooms in the City as of July 2016. Resort hotels represent 43%, Full Service hotels 22%, and Limited Service hotels 35%.

*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues
FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	FY15/16 Bed Tax Collections	FY16/17 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
June	4.4%	\$751,742	\$860,598	14.0%	16.0%	0.0%	1.0%
July	4.0%	\$686,517	\$739,002	8.0%	2.0%	9.0%	7.0%
August	3.6%	\$621,760	\$719,101	16.0%	7.0%	0.0%	6.0%
*September	5.2%	\$889,778	\$1,196,588	34.0%	17.0%	8.0%	6.0%
October	8.1%	\$1,398,632	\$1,557,281	13.0%	11.0%	7.0%	2.0%
November	8.3%	\$1,439,290	\$1,572,604	9.0%	4.0%	15.0%	5.0%
December	6.6%	\$1,135,306	\$1,173,835	3.0%	12.0%	7.0%	5.0%
**January	10.5%	\$1,813,107	\$1,115,043	-39.0%	-25.0%	-43.0%	-47.0%
February	13.4%	\$2,320,417	\$2,417,432	4.0%	2.0%	1.0%	1.0%
March	16.7%	\$2,892,090					
April	11.4%	\$1,977,341					
May	7.8%	\$1,345,248					
Year to date	100.0%	\$17,271,228	\$11,351,484	3.0%	3.0%	1.0%	-3.0%

*September increase was due to market conditions

**Please note that this is the first full month of ADOR collecting taxes. ADOR payments are received weekly.

MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 16/17

Prepared by the City of Scottsdale Tourism Events Department

April 18, 2017 (Preliminary)

9b

Table 2

FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Resort Hotels 3,877 Rooms	% Change from FY15/16	Pre Classification Change %	Full-Service Hotels 1,959	% Change from FY15/16	Old Class % Change %	Limited-Service Hotels 3,135 Rooms	% Change from FY15/16	Pre Classification Change %
June	\$537,901	11.6%		\$112,806	-6.5%		\$186,688	11.0%	
July	\$465,735	10.2%		\$86,533	-0.1%		\$157,005	11.8%	
August	\$441,054	11.9%	12.5%	\$95,302	6.9%	7.9%	\$160,596	11.9%	14.6%
September	\$766,079	34.7%	39.1%	\$156,263	12.6%	14.5%	\$226,860	13.9%	13.3%
October	\$1,011,432	10.1%	12.4%	\$213,879	15.9%	8.4%	\$309,882	1.2%	1.0%
November	\$978,984	11.1%	12.2%	\$196,585	17.9%	12.2%	\$303,793	-5.9%	-5.3%
December	\$784,629	14.9%	17.6%	\$127,717	-0.4%	-1.3%	\$227,264	-11.8%	-11.3%
*January	\$972,456	-11.8%	-2.7%	\$201,991	-17.2%	-33.2%	\$298,989	-33.0%	-35.60%
February	\$1,417,840	1.3%	-0.4%	\$214,368	-28.2%	-12.7%	\$489,890	-8.9%	-9.10%
March									
April									
May									
Year to date	\$7,376,110	9.4%	10.5%	\$1,405,444	1.9%	2.6%	\$2,360,967	-3.6%	-3.4%
	66.20%			12.61%			21.19%		

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

*This is the first full month where the Arizona Department of Revenue did all tax collections.

City of Scottsdale
Tourism Program Proforma
April 18, 2017

Item No. 9c

	2014/15 Actual-Final	2015/16 Actual-Final	2016/17 Estimate
Bed Tax Revenues	\$ 17,047,041	17,396,331	\$ 18,714,000
Princess Lease Revenues	1,786,963	1,531,012	1,600,000
Event Notification Banner Revenues	14,668	17,617	7,088
Event Survey Revenue	7,700	1,400	
TOURISM REVENUES	18,856,372	18,946,360	20,321,088
EXPENSES			
Destination Marketing (50% of bed tax revenues)	(8,523,524)	(8,698,166)	(9,357,000)
General Fund Allocation, maximum of \$1,500,000	(1,500,000)	(1,500,000)	(1,500,000)
Multi-year Commitments for Capital Projects			
• WestWorld debt service (80-acres started FY06/07, ends FY34/35)	(600,000)	(600,000)	(600,000)
• TNEC Equestrian Center debt service (started FY12/13, ends FY32/33)	(1,200,000)	(1,200,000)	(1,200,000)
• Museum of the West debt service (started FY14/15, ends FY33/34)	(432,858)	(889,941)	(900,000)
• TPC renovations debt service (started FY14/15, ends FY33/34)	(513,413)	(900,000)	(900,000)
• DDC debt service (TDC reserved \$600k/yr March 20th, 2012--council has not taken action)	-	-	(600,000)
• Uncommitted (based on projected revenues)	-	-	(3,064,088)
Total Capital Projects	(2,746,271)	(3,589,941)	(7,264,088)
One-time Commitments (available for all categories except General Fund and Marketing) maximum of \$500,000:			
• World Food Championship (Council approved 07-01-2014)	(18,698)	-	-
• Tonto Forest Tour Operators (Council approved 7-2-2014)	(20,000)	(10,000)	-
• International Visitor Committee (Council approved on April 28, 2015)	(75,000)	(75,000)	(75,000)
• Taste of the NFL (Council approved 10-21-14)	(71,016)	-	-
• PRCA Championship Rodeo- 2016 (council approved 01/11/2016) FINAL year of funding	(75,000)	(75,000)	-
• Baseball City (council approved 2-17-15)	(75,000)		
• 2015 Food & Wine Experience Event (Council approved 10-20-15) 1st year of funding		(75,000)	
• Uncommitted	-	-	(425,000)
Total One-time Commitments	(334,714)	(235,000)	(500,000)
Event Retention and Development, maximum of \$1,200,000:			
Uncommitted			(65,639)
Fiesta Bowl (20 yr agreement since 2006)	(287,398)	(298,896)	(310,852)
College Championship Game (Council approved 08-25-15)	-	(250,848)	
AZSBHC Sponsorship Super Bowl (3 year commitment thru FY14/15)	(215,280)	-	-
Competitor Group Marathon Series FY2015/16 final year of funding through new event funding program	(73,585)	(73,645)	
Horse and Horsepower Polo Event (CC approval April 2013) 14/15 final year	(75,000)	-	-
PGA Charles Schwab Cup Championship (council approved 07-01-15) 2016 Final Year	(75,000)	(75,000)	(75,000)
NCAA Men's Final Four (council approved 09-13-16) 1st Year			(150,000)
2017 Off Road Expo (Council approved 07-06-16) 1st year			(75,000)
2016 Food & Wine Experience (council 10-25-16) 2nd year of funding			(82,500)
2016 Grand Prix Event (council 10-25-16) 1st year			(48,062)
2017 Parada del Sol Parade (council approved 1/24/17) 1st year in this program			(64,400)
Matching Event Advertising Funding Program	(117,756)	(98,175)	(105,000)
Event Notification Program	(17,904)	(17,455)	(7,088)
Event Venue Fee Program	(19,324)	(9,089)	(41,773)
Community Events Program	(128,000)	(194,000)	(174,686)
Total Events	(1,009,247)	(1,017,108)	(1,200,000)
Administrative/Other Professional Services, maximum of \$500,000:			
Administrative Expenses	(172,414)	(285,991)	(310,000)
Tourism Research	(37,655)	(53,400)	(90,000)
5-yr Tourism Strategic Plan	(99,948)	(99,912)	(100,000)
Total Admin/Other	(310,017)	(439,303)	(500,000)
TOTAL EXPENSES	(14,423,774)	(15,479,517)	(20,321,088)
CURRENT YEAR UNSPENT (moves to carryover at year end)	\$ 4,432,598	\$ 3,466,843	\$ -

CARRYOVER BALANCE:			
Beginning Balance	\$ 9,245,189	\$ 9,787,519	\$ 10,433,004
Additions			
Current year unspent carryover (from above)	4,432,598	3,466,843	
Uses			
Trolley Expenses	(239,082)	(300,000)	(300,000)
Hospitality Trolley Marketing	(30,000)	-	-
Desert Discovery Phase III (Council approved 4-2012)	-	-	-
Tourism Strategic Plan (Council approved 5-14-13)	(104,936)	(200,863)	(319,201)
Tourism Strategic Plan (Council approved 10-10-16)			(745,000)
Museum of the West construction (Council approved 4-8-14)	(400,000)	-	-
TPC construction (Council approved during FY14/15 budget process)	(315,000)	-	-
TNEC construction (Council approved 10-7-14)	(1,115,000)	-	-
TNEC art project (Council approved 4-8-14)	(380,000)	-	-
Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	(766,250)	(399,979)	(800,000)
Museum of the West Gallery/Marketing Project (Council approved 2/23/16)			(500,000)
Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding	(65,000)	(73,616)	
DDC Business Plan & Feasibility Study (council approved 01/11/16)		(1,696,900)	-
2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16)			(60,000)
ESPN FanFest Scottsdale (Council approved 6-3-14)	(475,000)	-	-
Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016--council has not taken action)			(2,600,000)
Downtown Event Activation (Council approved 6-7-16)			(300,000)
Ambient Lighting (Council approved 6-7-16)			(520,000)
WestWorld Municipal Use Site Plan (goes to council 11-28-16 -- no action taken)			(150,000)
Thunderbird Veterans Memorial (council approved 1/24/17)			(412,500)
Civic Center Mall Design Review Plan		(150,000)	-
Ending Balance	\$ 9,787,519	\$ 10,433,004	\$ 3,726,303

* \$366,250 of the Museum Match in FY14/15 is related to matches from the FY13/14 time period but will be paid in FY14/15.



Item 9d

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City of Scottsdale, AZ

For the Month of February 2017

Date Created: Mar 17, 2017

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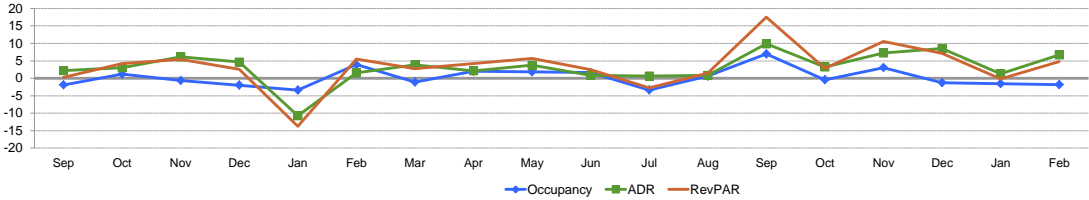


Tab 2 - Trend Scottsdale AZ+

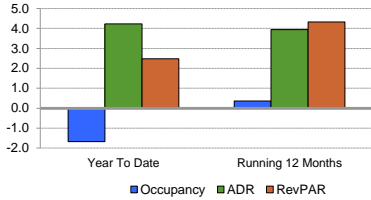
City of Scottsdale, AZ
For the Month of February 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015				2016				2017			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	70.4	68.4	56.7	70.6	84.7	89.3	79.0	68.0	59.6	52.5	54.2
	Last Year	59.1	69.5	68.9	57.8	73.0	81.5	90.3	77.4	66.8	58.6	54.3
ADR	2015				2016				2017			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	184.77	180.44	160.33	222.20	243.37	269.63	214.21	168.01	120.24	110.64	106.20
	Last Year	179.32	170.05	153.22	248.89	239.71	259.63	209.68	161.94	119.19	109.94	105.33
RevPAR	2015				2016				2017			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	130.00	123.48	90.84	156.82	206.11	240.79	169.15	114.27	71.67	58.11	57.51
	Last Year	124.69	117.11	88.54	181.79	195.36	234.37	162.29	108.13	69.91	59.74	56.69
Supply	2015				2016				2017			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	372.496	357.360	369.272	369.272	333.536	369.272	358.380	373.581	361.530	373.612	369.241
	Last Year	372.682	360.660	372.682	372.682	336.616	372.589	360.570	372.620	360.480	362.390	362.390
Demand	2015				2016				2017			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	262.081	244.551	209.220	260.615	282.469	329.776	282.993	254.093	215.499	196.226	199.955
	Last Year	213.765	259.146	215.369	272.203	274.340	336.337	279.062	248.803	211.420	196.907	195.028
Revenue	2015				2016				2017			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	48,424,291	44,125,960	33,544,805	57,909,446	68,744,155	88,916,766	60,619,819	42,690,914	25,911,412	21,710,274	21,235,565
	Last Year	30,479,048	46,469,055	42,235,326	67,748,370	65,762,488	87,323,144	58,515,111	40,290,770	25,199,613	21,648,577	20,543,257
Census %	2015				2016				2017			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	58	58	58	58	58	58	58	58	58	58	57
	Last Year	12016	12016	11912	11912	11912	11912	11946	12051	12051	12052	11911

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Source 2017 STR, Inc.

City of Scottsdale, AZ
For the Month of February 2017

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Source 2017 STR, Inc.

Tab 3 - Response Scottsdale AZ+

City of Scottsdale, AZ
For the Month of February 2017

								2015												2016												2017											
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D

use of Destination Reports and their contents.

Tab 4 - Seg Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of February 2017

Currency: USD - US Dollar

Current Month		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Sep	36.3	23.3	0.0	59.7	167.16	182.43	93.14	173.09	60.68	42.57	0.03	103.29	13.9	-19.4	-29.8	-2.0	2.9	4.6	-36.7	2.9	17.2	-15.8	-55.6	0.9
	Oct	35.8	35.4	0.0	71.2	211.32	238.15	75.77	224.60	75.64	84.33	0.02	159.99	-0.8	0.0	-17.0	-0.4	2.4	6.2	-41.8	4.4	1.6	6.2	-51.7	4.0
	Nov	38.6	32.0	0.1	70.6	215.93	220.47	84.01	217.87	83.25	70.53	0.06	153.84	-6.6	11.5	-1.1	0.8	6.7	5.5	-10.4	6.3	-0.4	17.6	-11.4	7.1
	Dec	39.5	18.3	0.2	58.0	199.70	183.94	86.83	194.38	78.88	33.67	0.15	112.70	-4.1	-1.9	0.0	-3.4	4.0	5.5	-6.0	4.4	-0.3	3.4	-6.1	0.8
2016	Jan	32.9	39.2	0.0	72.1	275.90	253.18	0.00	263.43	90.81	99.25	0.00	190.06	8.9	-13.4	-37.8	-4.5	-4.1	-13.5	-100.0	-9.3	4.5	-25.0	-100.0	-13.3
	Feb	39.3	47.1	0.0	86.4	302.87	282.40	84.67	291.64	119.14	132.92	0.03	252.09	-3.0	8.7	3.2	3.1	6.0	-1.3	-21.0	2.0	2.8	7.3	-18.4	5.1
	Mar	57.8	32.0	0.4	90.3	338.77	294.81	194.90	322.52	195.91	94.36	0.81	291.08	6.3	-12.8	269.8	-1.1	1.8	4.8	121.5	3.5	8.2	-8.6	719.1	2.4
	Apr	40.6	39.2	0.1	79.9	264.72	259.95	67.40	262.24	107.52	101.93	0.04	209.49	-9.2	7.6	-28.1	-1.7	3.0	3.6	-22.6	3.2	-6.5	11.5	-44.4	1.5
	May	40.4	28.8	0.1	69.2	196.74	210.95	73.15	202.56	79.43	60.73	0.04	140.20	0.1	-4.9	5.2	-2.1	5.6	5.6	-8.6	5.5	5.7	0.4	-3.9	3.3
	Jun	39.4	22.5	0.1	62.0	138.90	137.53	79.30	138.35	54.78	30.89	0.05	85.72	3.3	-5.7	103.2	-0.1	-0.1	3.9	-5.0	1.4	3.2	-2.0	93.1	1.2
	Jul	39.3	15.5	0.0	54.8	132.20	115.70	78.96	127.49	51.90	17.98	0.03	69.91	-7.6	-7.3	0.6	-7.5	-0.1	3.5	2.8	0.8	-7.7	-4.1	3.5	-6.8
	Aug	40.4	14.9	0.0	55.4	124.69	107.34	84.22	119.98	50.38	16.03	0.03	66.44	-10.5	11.5	-31.3	-5.5	0.6	0.7	7.4	0.0	-10.0	12.3	-26.1	-5.5
	Sep	34.6	28.2	0.0	62.9	185.84	200.32	86.04	192.28	64.32	56.51	0.03	120.86	-4.7	20.9	14.9	5.3	11.2	9.8	-7.6	11.1	6.0	32.8	6.1	17.0
	Oct	34.5	35.0	0.0	69.6	228.24	232.98	71.02	230.57	78.82	81.54	0.02	160.38	-3.5	-1.2	-19.9	-2.4	8.0	-2.2	-6.3	2.7	4.2	-3.3	-24.9	0.2
	Nov	39.0	33.0	0.1	72.1	231.89	228.44	87.74	230.11	90.45	75.28	0.09	165.82	1.2	3.0	57.4	2.1	7.4	3.6	4.4	5.6	8.6	6.7	64.4	7.8
	Dec	40.8	16.8	0.2	57.7	219.28	184.73	79.03	208.81	89.37	30.95	0.14	120.46	3.2	-8.5	3.1	-0.5	9.8	0.4	-9.0	7.4	13.3	-8.1	-6.2	6.9
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-4.1	2.4	0.0	-1.2	-13.6	6.9	0.0	-2.7
	Feb	41.3	43.1	0.6	84.9	315.65	300.33	89.43	306.41	130.32	129.43	0.49	260.24	5.0	-8.4	1573.3	-1.7	4.2	6.4	5.6	5.1	9.4	-2.6	1667.3	3.2

Year To Date													
2015	Feb	35.1	44.3	0.0	79.5	286.64	289.55	101.77	288.16	100.65	128.33	0.05	229.02
2016	Feb	36.0	42.9	0.0	78.9	289.90	268.38	39.11	278.09	104.25	115.23	0.01	219.50
2017	Feb	35.2	41.9	0.5	77.7	293.09	279.32	85.90	284.23	103.10	117.16	0.46	220.72

		Percent Change (%)											
		-3.7	8.4	-52.2	2.6	20.4	21.4	-11.4	21.0	15.9	31.6	-57.7	24.2
		2.4	-3.1	-23.8	-0.7	1.1	-7.3	-61.6	-3.5	3.6	-10.2	-70.7	-4.2
		-2.2	-2.3	1471.6	-1.6	1.1	4.1	119.7	2.2	-1.1	1.7	3352.2	0.6

Running 12 Month													
2015	Feb	39.8	29.4	0.1	69.2	203.83	218.54	116.74	209.99	81.07	64.20	0.08	145.35
2016	Feb	40.7	29.3	0.1	70.1	214.28	221.70	80.69	217.27	87.13	65.05	0.05	152.23
2017	Feb	39.8	29.0	0.2	68.9	223.21	228.20	105.92	225.02	88.76	66.19	0.18	155.12

		Percent Change (%)											
		2.8	4.1	-85.3	2.7	9.7	6.9	-23.6	8.6	12.8	11.4	-88.7	11.6
		2.2	-0.1	-12.5	1.2	5.1	1.4	-30.9	3.5	7.5	1.3	-39.5	4.7
		-2.2	-1.1	178.1	-1.6	4.2	2.9	31.3	3.6	1.9	1.7	265.0	1.9

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Source 2017 STR, Inc.

Tab 5 - Seg Trend Raw Scottsdale AZ+

City of Scottsdale, AZ

For the Month of February 2017

Currency: USD - US Dollar

		This Year								Last Year									
		Supply	Demand				Revenue				Supply	Demand				Revenue			
Current Month		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Sep	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169	205,440	65,458	59,501	103	125,062	10,636,770	10,381,626	15,153	21,033,549
	Oct	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975	211,513	76,289	74,923	80	151,292	15,741,636	16,796,634	10,407	32,548,677
	Nov	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268	204,690	84,538	58,719	136	143,393	17,107,053	12,273,930	12,751	29,393,734
	Dec	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803	211,513	87,150	39,471	367	126,988	16,732,790	6,884,550	33,910	23,651,250
2016	Jan	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
	Feb	187,460	73,739	88,237	62	162,038	22,333,453	24,917,884	5,232	47,256,569	191,044	77,451	82,711	61	160,223	22,131,621	23,663,539	6,534	45,801,694
	Mar	207,545	120,023	66,430	860	187,313	40,660,087	19,584,303	167,611	60,412,001	211,513	115,116	77,633	237	192,986	38,291,429	21,839,146	20,854	60,151,429
	Apr	204,630	83,113	80,240	114	163,467	22,002,032	20,858,548	7,703	42,868,283	204,690	91,610	74,581	159	166,350	23,536,765	18,709,923	13,848	42,260,536
	May	214,706	86,687	61,811	111	148,609	17,054,638	13,038,999	8,120	30,101,757	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595
	Jun	207,780	81,938	46,667	130	128,735	11,381,521	6,418,162	10,309	17,809,992	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445
	Jul	214,737	84,307	33,361	73	117,741	11,145,575	3,859,972	5,764	15,011,311	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782
	Aug	214,737	86,769	32,069	77	118,915	10,818,891	3,442,151	6,485	14,267,527	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540
	Sep	207,810	71,921	58,624	84	130,629	13,366,150	11,743,562	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169
	Oct	214,737	74,161	75,152	54	149,367	16,926,445	17,508,893	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975
	Nov	207,810	81,058	68,480	215	149,753	18,796,509	15,643,712	18,864	34,459,085	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268
	Dec	214,737	87,518	35,981	384	123,883	19,190,762	6,646,847	30,346	25,867,955	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137
	Feb	194,348	80,242	83,753	1,072	165,067	25,328,151	25,153,775	95,866	50,577,792	187,460	73,739	88,237	62	162,038	22,333,453	24,917,884	5,232	47,256,569

Year To Date										
2015	Feb	402,557	141,354	178,410	179	319,943	40,517,975	51,658,840	18,217	92,195,032
2016	Feb	395,005	142,047	169,600	134	311,781	41,179,903	45,517,571	5,232	86,702,706
2017	Feb	409,147	143,918	171,621	2,178	317,717	42,181,383	47,937,614	187,089	90,306,086

404,032	147,321	165,160	376	312,857	35,077,475	39,384,125	43,175	74,504,775
402,557	141,354	178,410	179	319,943	40,517,975	51,658,840	18,217	92,195,032
395,005	142,047	169,600	134	311,781	41,179,903	45,517,571	5,232	86,702,706

Running 12 Month										
2015	Feb	2,495,745	992,649	733,098	1,743	1,727,490	202,330,406	160,214,818	203,524	362,748,747
2016	Feb	2,454,395	998,061	720,151	1,500	1,719,712	213,861,790	159,658,405	121,053	373,641,248
2017	Feb	2,518,376	1,001,413	730,436	4,280	1,736,129	223,523,993	166,682,763	453,353	390,660,109

2,485,291	961,521	701,000	11,774	1,674,295	178,578,560	143,254,019	1,798,890	323,631,469
2,495,745	992,649	733,098	1,743	1,727,490	202,330,406	160,214,818	203,524	362,748,747
2,454,395	998,061	720,151	1,500	1,719,712	213,861,790	159,658,405	121,053	373,641,248

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Tab 6 - Seg Response Scottsdale AZ+

City of Scottsdale, AZ
For the Month of February 2017

								2015												2016												2017																								
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D													
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B							
9489	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B							
9678	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	B	B	B	B	B	B	B	B	B									B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B						
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Y	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B					
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B				
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B				
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B				
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	42	Y	s	B	B	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s			
9105	The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Y	s	s	s	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
35503	Springhill Suites Scottsdale North	Scottsdale, AZ	85255	Mar 1999	Feb 1998	121	Y	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s		
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
18806	Destination Hotels The Scottsdale Resort @ McCormick R	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Y	B	B	B	B	B			B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B			
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B		
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s	s		
18818	Curio Collection Boulders Resort & Spa	Carefree, AZ	85377	Apr 2015	Jun 1985	160		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
			Total Properties:			25	6941	s - Monthly Segmentation (Transient, Group, Contract) Only r - Monthly Additional Revenue Only B - Both Segmentation and Additional Revenue Blank - No data received by STR																																																

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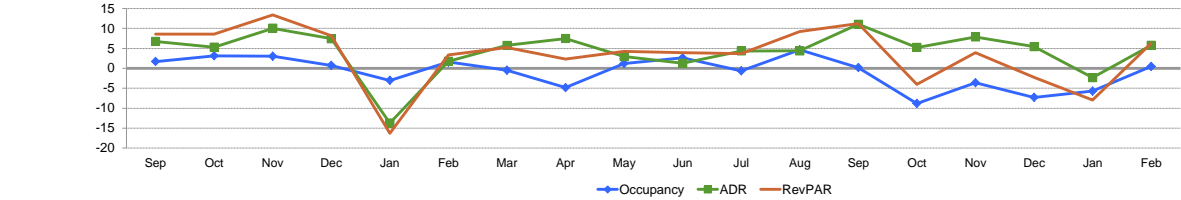
Source 2017 STR, Inc.

Tab 7 - Trend Scottsdale Downtown+

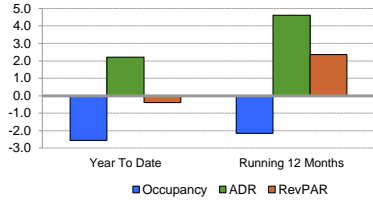
City of Scottsdale, AZ
For the Month of February 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015				2016				2017			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	66.7	79.2	75.7	62.2	73.7	86.4	91.7	76.3	70.1	63.2	54.7
	Last Year	65.6	76.8	73.5	61.7	76.0	85.0	92.2	80.2	61.6	55.0	55.5
ADR	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	117.96	142.40	142.95	125.14	183.05	197.09	233.80	168.93	133.07	101.57	95.42
	Last Year	110.52	135.24	129.90	116.50	212.09	193.66	221.12	157.17	129.25	100.32	91.44
	Percent Change	6.7	5.3	10.0	7.4	-13.7	1.8	5.7	7.5	3.0	1.2	4.4
RevPAR	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	78.66	112.82	108.27	77.81	134.94	170.20	214.43	128.93	93.26	64.15	52.19
	Last Year	72.46	103.89	95.49	71.91	161.20	164.66	203.80	126.03	89.48	61.75	50.33
	Percent Change	8.6	8.6	13.4	8.2	-16.3	3.4	5.2	2.3	4.2	3.9	3.7
Supply	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	68,760	71,052	65,010	67,177	67,177	60,676	67,177	68,790	71,083	68,790	71,083
	Last Year	68,730	71,021	66,730	71,021	71,021	64,148	71,021	68,730	71,052	68,760	71,052
	Percent Change	0.0	0.0	-5.4	-5.4	-5.4	-5.4	-5.4	0.1	0.0	0.0	0.0
Demand	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	45,852	56,291	49,238	41,770	49,519	52,399	61,612	52,500	49,818	43,448	38,878
	Last Year	45,059	54,557	50,525	43,837	53,980	54,543	65,459	55,114	49,190	42,323	39,111
	Percent Change	1.8	3.2	-2.5	-4.7	-8.3	-3.9	-5.9	-4.7	1.3	2.7	-0.6
Revenue	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	5,408,731	8,015,865	7,038,741	5,226,987	9,064,533	10,327,061	14,404,997	8,868,965	6,629,517	4,413,124	3,709,892
	Last Year	4,980,125	7,378,321	6,563,362	5,106,913	11,448,380	10,562,905	14,474,081	8,662,356	6,357,885	4,245,786	3,576,228
	Percent Change	8.6	8.6	7.2	2.4	-20.8	-2.2	-0.5	2.4	4.3	3.9	3.7
Census %	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	Census Props	15	15	14	14	14	14	14	15	15	15	15
	Census Rooms	2292	2292	2167	2167	2167	2167	2167	2293	2293	2293	2293
	% Rooms Participants	100.0	94.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

A blank row indicates insufficient data.

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Source 2017 STR, Inc.

Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ
For the Month of February 2017

								2015												2016												2017																					
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D										
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	◦	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•						
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
8073	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:			15	2293	◦ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																													

A blank row indicates insufficient data.

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Tab 9 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.
Rooms sold under such allotments should be classified as transient.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $(\text{Sample Rooms} / \text{Census Rooms}) * "100"$

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Transient Rooms

Transient rooms include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.
Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average